



**adferret**

# PROBLEM

## Digital Ads Industry is in turbulence now:

### BUSINESS-SIDE PROBLEMS

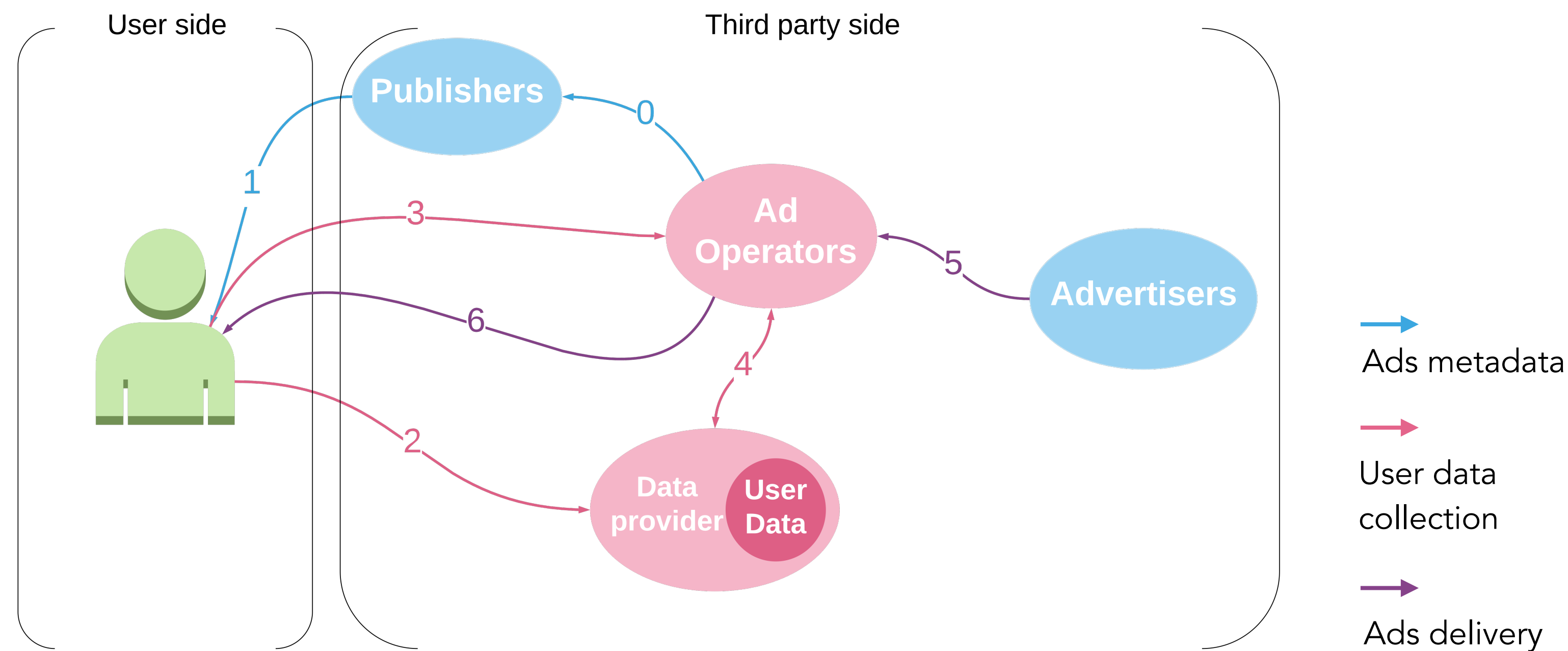
- Third-party **cookies are no more**
- Industry is facing a once-in-20-years challenge to fix itself
- the current model is slow, reactive, inefficient, imprecise
- has limited cross-device reach
- suffers from adblocking, lack of trust and **GDPR/CCPA**
- **new channels, DOOH** wanted

### USER-SIDE PROBLEMS

- **intrusive, annoying, ill-timed** ads
- no control over ads
- no way to influence ads, give feedback
- **privacy** issues & surveillance capitalism

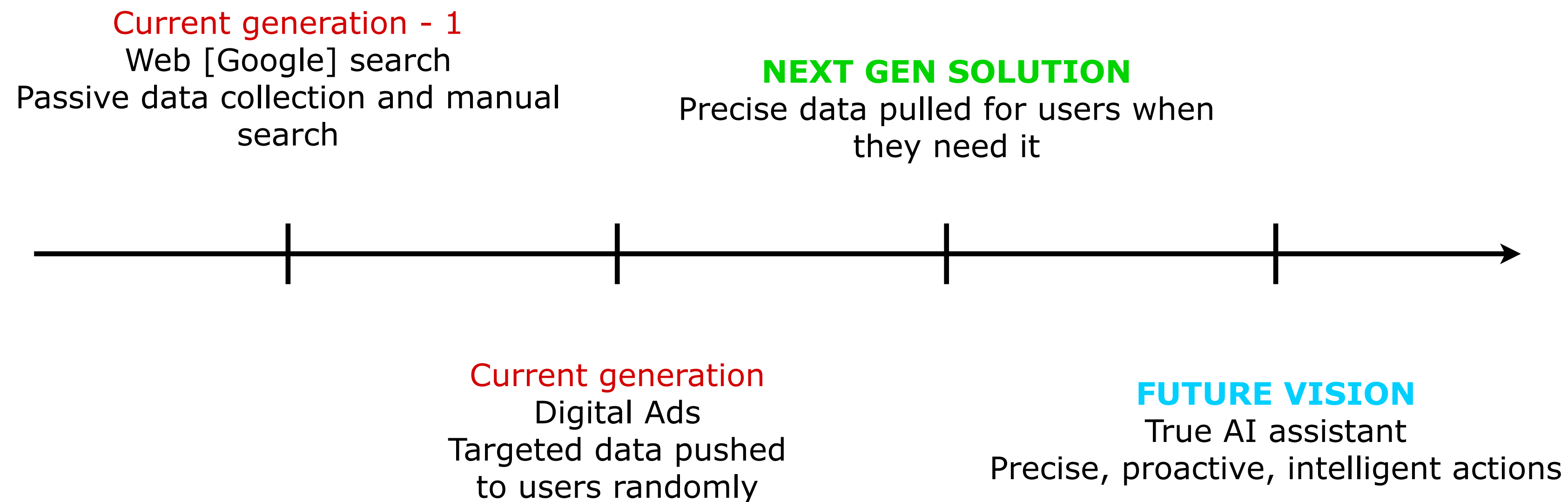
# PROBLEM ROOT

Data collection model where user data is fished from users in abusive ways: intrusive, limited, not possible any more.



# HOWEVER

Ads are not evil. Advertisement of the future (the *discovery problem* solution) just needs to be fixed to become helpful.

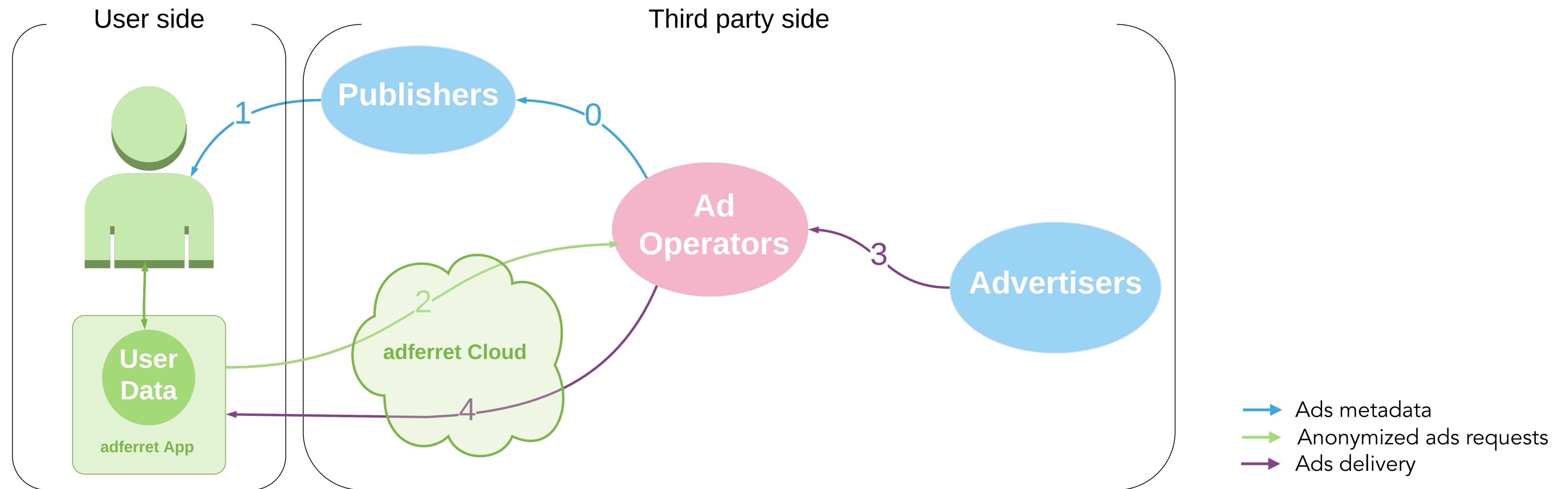


# SOLUTION

Keep user data on user's devices. Ask users to share their precise data (automatically). Pull useful ads based on collected yet private data.

- ▶ **Precise, real-time, cross-device** audience for business.
- ▶ **No cookies** required.
- ▶ **New channels** for business.
- ▶ Saves business from GDPR/CCPA.
- ▶ Data abuse impossible by design.
- ▶ Fixes surveillance capitalism.
- ▶ **Personal** (vs targeted), **timely, useful** ads.
- ▶ Users can **influence** ads by controlling data.
- ▶ Users' **feedback improves service**.
- ▶ Users monetize their data.
- ▶ **100% privacy**.

# SOLUTION



# FUTURE VISION

## 1. **Discovery Problem Solution**

People always need ways to find all kinds of things. Passive ads can be extended into truly rich, interactive functionality to address this task.

## 2. **Edge data platform**

Private precise data has more use cases than just ads (for example, it can be used to track viruses spread, without compromising privacy).

## 3. **Private assistant**

Private comprehensive data platform can be used to provide proactive assistance in all spheres of life.

# PRODUCT

## The App

Users install the App on their devices (mobile/desktop) and use it to manage what they are interested in wrt ads, or let the App to compile the profile automatically.

The App pulls relevant ads from ad providers and serves these ads to other apps/websites via an API. The App could potentially also protect user's privacy by blocking existing tracking.

## The Cloud

Cloud-based service which complements the App and does ads proxying/ anonymization and profile syncing.



# MARKET SIZE (2020)

**\$333B** worldwide

**\$130B** USA

**\$52B** China

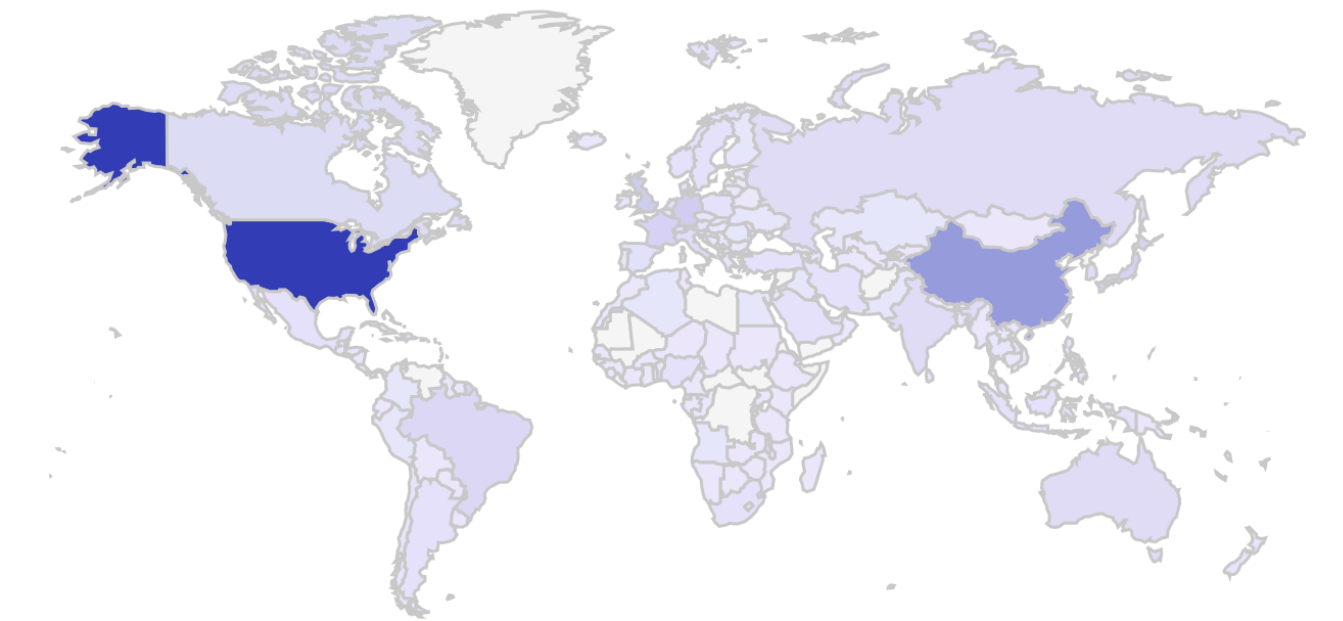
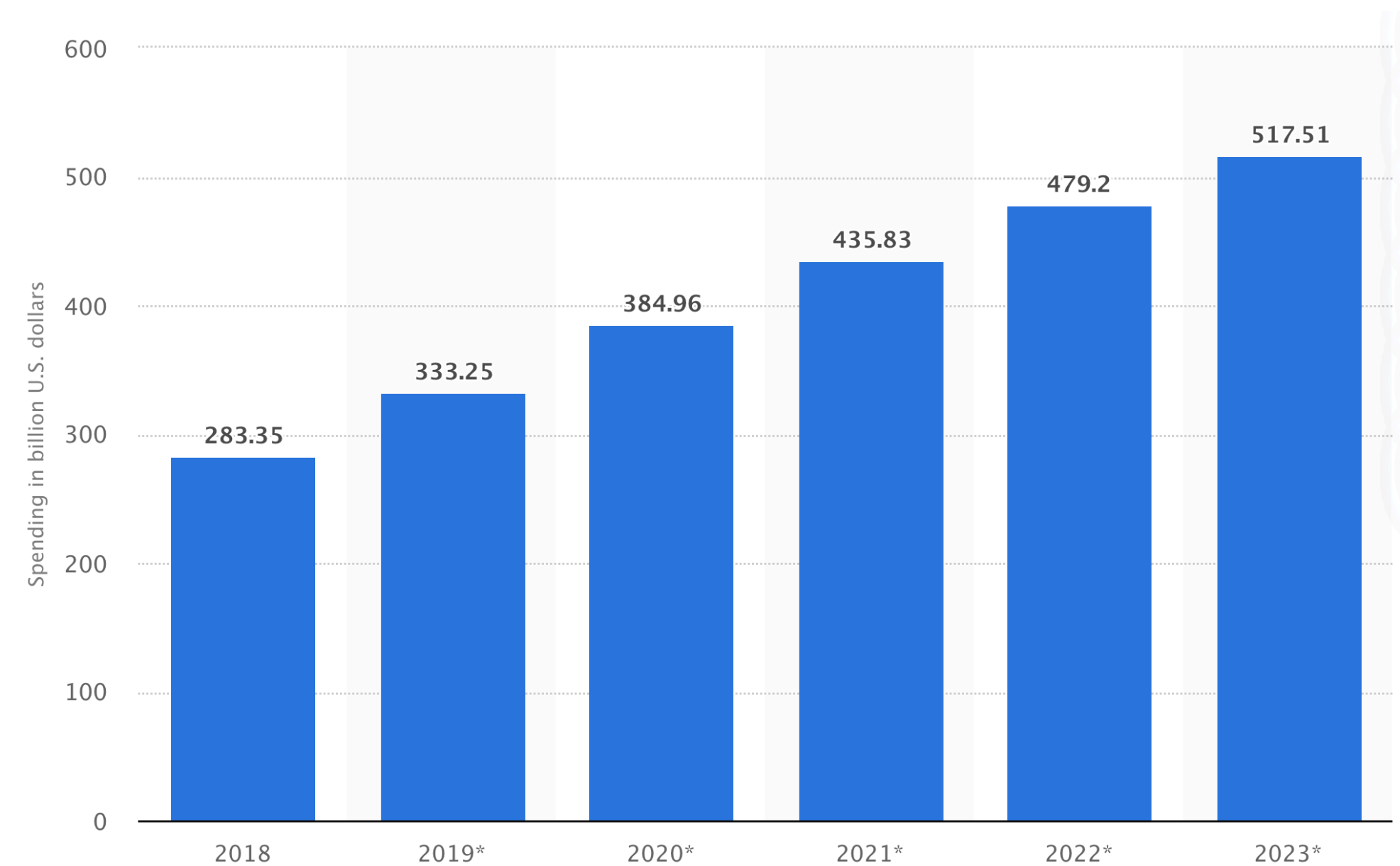
**\$17B** UK

**\$15B** Germany

**\$12B** Japan

**\$0.7B** Poland

**\$0.5B** Ukraine



# BUSINESS MODEL

1. **(CPM, CPA, Hybrid) \* % – cashback%**

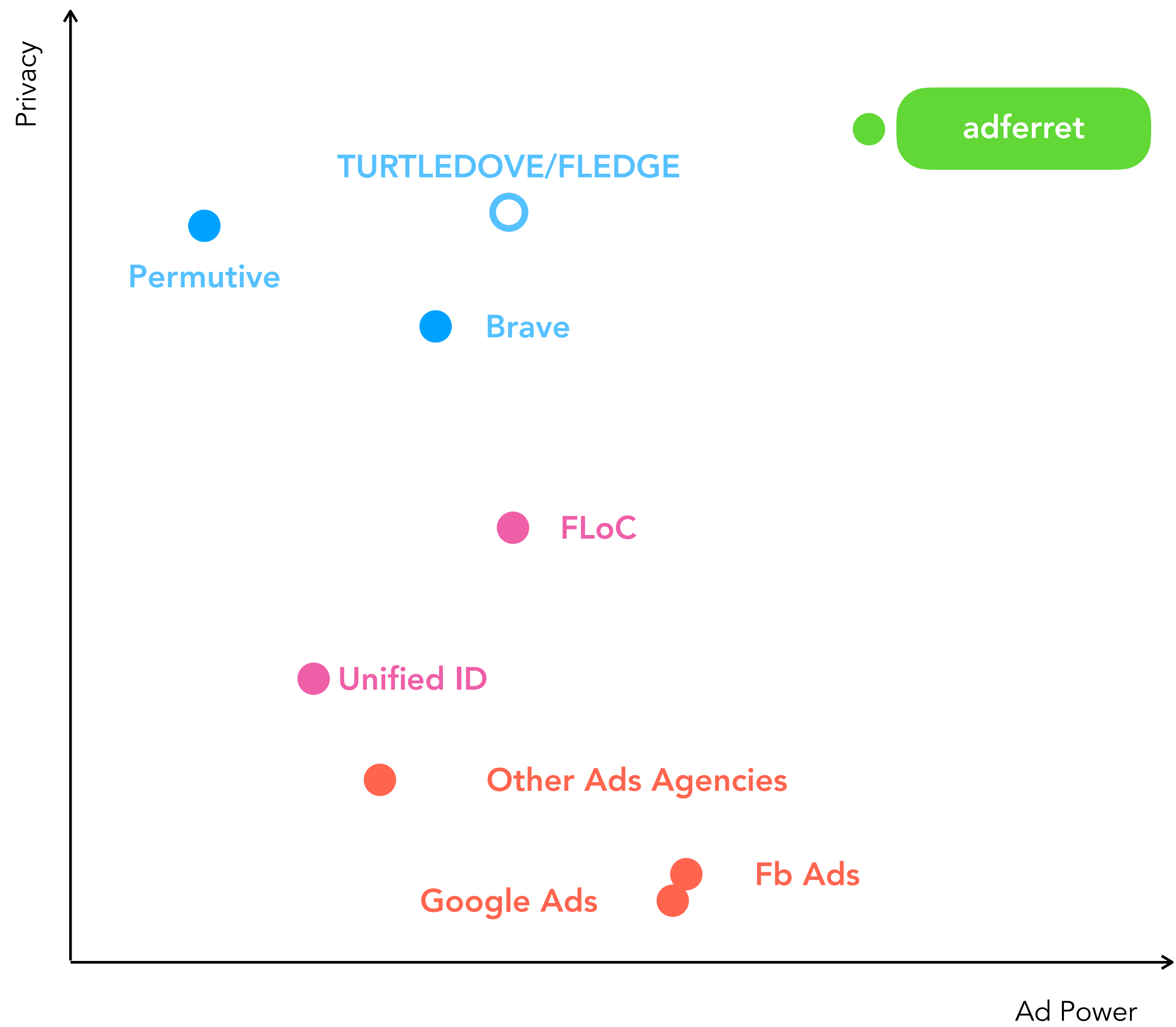
Revenue  $\propto$  engagements  $\propto$  user base.  
Effective from start.

2. **Advertisers pay for user's data**

...in a privacy-respecting way.

Revenue  $\propto$  engagements  $\propto$  user base.  
Effective from start.

# COMPETITION



# UNIQUE ADVANTAGES

1. Gives users control over and lets benefit from their data.
2. Complements the existing industry rather than disrupting it.
3. Provides cross-device solution.
4. Scales beyond ads.

# MARKET ADOPTION

Partner with existing ad agencies.

Start in a tech-savvy user market.

Start as a premium product targeting iOS/Mac(?)

OEM?



# EUGENE NAUMENKO

[eugene@adferret.tech](mailto:eugene@adferret.tech)

<https://adferret.tech>

<https://traversable.space>

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